- 20 -

CLAIMS:

1.   A method for the distribution of an advertising
revenue stream derived from a media space incorporating
content that is peer reviewed and advertising, the method
5   comprising the step of:
        - calculating revenue distributions from the
advertising revenue stream to be distributed to both a
provider of the content and the peer reviewer, at least the
revenue distribution to the content provider being
10   influenced by a metric indicative of the popularity of the
content.

2.   A method according to claim 1, further comprising
the steps of:
        - establishing the metric indicative of the
15   popularity of the content based on at least one attribute
associated with the content;
        - monitoring the at least one attribute;
        - establishing the value of the metric based on an
output from monitoring the at least one attribute; and
20   - using the value of the metric in calculating the
revenue distribution.

3.   A method according to either claim 1 or 2, further
comprising the step of:
        - establishing a predetermined association between
25   the content and the advertising, wherein at least the
calculated revenue distribution to the content provider is
also influenced by the predetermined association.

4.   A method according to claim 3, further comprising
the step of using information provided by the peer reviewer
30   of the content in forming the predetermined association.

5.   A method according to either claim 3 or 4, wherein
the predetermined association influences the advertising

revenue stream that is available for distribution to at least the content provider.

6.   A method according to any one of claims 3 to 5, wherein the predetermined association influences the

5   percentage of the revenue stream that is distributed to at least the content provider.

7.   A method according to any one of claims 3 to 6, wherein the predetermined association is a one-to-one association with the content.

10 8.   A method according to any one of claims 3 to 6, wherein the predetermined association is a one-to-many association with the content.

9.   A method according to any preceding claim wherein distribution of revenue to the peer reviewer is influenced

15 by a metric indicative of the popularity of the content.

10.   A method according to any preceding claim further comprising the step of

        - distributing the calculated revenue distributions.

20 11.   A method for the distribution of an advertising revenue stream derived from a media space incorporating content and advertising, the method comprising the steps of:

        - establishing a plurality of revenue pools from

25 the advertising revenue stream; and

        - associating the content with at least one of the revenue pools, wherein the provider of content receives a revenue distribution which is at least partially dependent on the value of at least one revenue pool to which the

30 content is associated.

12.   A method according to claim 11, wherein the revenue pools are defined by at least one characteristic which is capable of distinguishing content in the media space.

- 22 -

13.   A method according to claim 12, wherein the content is peer reviewed and wherein the content is associated with the revenue pools by assigning the at least one characteristic to the content by peer review.

14.   A method according to claim 13 further comprising the step of distributing revenue to the peer reviewer from the at least one revenue pool.

15.   A method according any one of claim 11 to 13, further comprising the step of:

- publishing the value of each revenue pool.

16.   A method according to any one of claim 11 to 15, further comprising the step of:

- associating advertising from the media space to be associated with at least one revenue pool, wherein the value of the at least one revenue pool is at least partially dependent on the advertising to which it is associated.

17.   A method according to claim 16 when dependent on claim 12, wherein the advertising is associated with the at least one revenue pool on the basis of the at least one characteristic of the or each revenue pool.

18.   A method for the distribution of an advertising revenue stream derived from a media space incorporating content and advertising, the method comprising the steps of:

- establishing a plurality of revenue pools from the advertising revenue stream;

- publishing the value of each revenue pool; and

- associating the content with at least one of the revenue pools, wherein the provider of content receives a revenue distribution which is at least partially dependent on the value of the revenue pools to which the content is associated.

- 23 -

19.   A method for the distribution of an advertising revenue stream according to claim 18, wherein each revenue pool is defined by at least one characteristic.

20.   A computer program arranged, when loaded on a computing system, to perform the method in accordance with any one of the preceding claims.

21.   A computer readable medium providing the computer program in accordance with claim 21.